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## PRESS RELEASE

*for immediate release*

### Top Photographers to Present Young Photographers Alliance Awards

NEW YORK, NY — September 30, 2010 — Young Photographers Alliance (YPA), a 501(c)3 educational foundation dedicated to inspiring, educating and empowering the next generation of image-makers, is delighted to have six of America's leading photographers present the 2010 YPA Scholarship awards on Tuesday, October 12<sup>th</sup>.

YPA is honored to have Barbara Bordnick, Doug Menez, Eric Meola, Michel Tcherevkoff, Ron Haviv, and Timothy Greenfield-Sanders present this year's awards to six promising young photographers at the YPA Award Ceremony and Benefit Auction, to be held at the Metropolitan Pavilion, New York, from 7pm to 10pm on Tuesday, October 12<sup>th</sup>.

The scholarship awards are just one of the programs YPA runs with the aim of nurturing talented young photographers to emerge as tomorrow's top visual artists and documenters of our world. A preview of the results from this year's mentoring program will also be on show at the event: images on the theme of *Answering Adversity*, created by eleven teams of young photographers in the US, Canada and UK, will be exhibited for the first time.

The Benefit Auction, which will begin at the Award Ceremony and continue online until October 28<sup>th</sup>, will include highly collectable signed prints by renowned photographers Amy Arbus, Antoine Verglas, Barbara Bordnick, Brad Trent, Cameron Davidson, Chris Jordan, Daniel Kramer, Darrell Gulin, Doug Menez, Hans Neleman, Henry Horenstein, Howard Schatz, Jill Enfield, John Lund, Marcus Gaab, Martyn Thompson, Russ Quackenbush, Sean Justice, Sebastian Smith, Shannon Fagan, Spencer Jones, Stephen Mallon, Toby McFarlan Pond, Vincent Dixon, and others. There will also be prints by the 2010 and 2009 YPA Scholarship winners. Images can be previewed from October 1<sup>st</sup> at [www.youngphotographersalliance.org/auction](http://www.youngphotographersalliance.org/auction).

The Award Ceremony and Benefit Auction is YPA's principal fundraising vehicle. The event is open to all and is a unique opportunity to meet leading players in the photography and stock image business; to delight in – and possibly acquire – some stunning photography; to enjoy complimentary beer, wine, hors d'oeuvres and live jazz; and to celebrate and support young talent. Tickets may be purchased online and cost \$50 (\$75 at the door).

For more information or to buy tickets, see [www.youngphotographersalliance.org/events](http://www.youngphotographersalliance.org/events)

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Young Photographers Alliance, Inc. is a 501 (c) (3) educational foundation, EIN #80-0372130

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## About YPA

Young Photographers Alliance is a global community where young photographers connect with the inspiration, resources and contacts they need to build successful and sustainable careers as the artists, communicators and documenters of the future. The foundation brings together a wealth of industry experience through its board and membership, and offers real-world knowledge, insight, experience, and contacts to help students and other emerging photographers develop their artistic skills and business acumen as photography professionals. Likewise, through its programs, YPA helps established photography professionals connect with the next generation of innovative image-makers. For more information, visit [www.YoungPhotographersAlliance.org](http://www.YoungPhotographersAlliance.org).

## About the scholarships

The awards this year have been sponsored by [ASMP Foundation](#), [APA](#), [Alamy](#), [Jerry Tavin](#), and [Photolibary](#). The scholarship program is administered in cooperation with the [Worldstudio AIGA Scholarship Program](#). The judging panel for this year's awards comprised: Stephen Mayes (Managing Director at VII Photo), Steve Diamond (Executive Director of Photography at Scholastic Inc.), Spencer Jones (CEO at Glasshouse Images), and Jerry Tavin (YPA founder).

Photo essays submitted by the award winners are available to download from:

[www.youngphotographersalliance.org/programs/scholarships.php](http://www.youngphotographersalliance.org/programs/scholarships.php)

## About the presenters

- Barbara Bordnick ([www.barbarabordnick.com](http://www.barbarabordnick.com)) is an internationally renowned portrait and fashion photographer, one of whose images, a portrait of Yip Harburg, appeared on a US postage stamp in 2005.
- Doug Menez ([www.menez.com](http://www.menez.com)) is famed for his coverage of the rise of Silicon Valley, and award-winning advertising campaigns for many leading global brands. His work has been featured in nine of the bestselling "Day in the Life" books.
- Eric Meola ([www.ericmeola.com](http://www.ericmeola.com)) is most famous for his graphic and innovative use of color. One of his most famous images, *Coca Kid*, featured in *Life* magazine's "100 Magnificent Images".
- Michel Tcherevkoff ([www.tcherevkoff.com](http://www.tcherevkoff.com)) is famed for his unconventional advertising images of the 1970s, and continued innovation in visual imaging thereafter.

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- Ron Haviv ([www.ronhaviv.com](http://www.ronhaviv.com)) is a widely-published photojournalist, best known for his unflinching images of conflict and humanitarian crises, aimed at raising awareness for human rights.
- Timothy Greenfield-Sanders ([www.greenfield-sanders.com](http://www.greenfield-sanders.com)) is a prolific and widely published portrait photographer, whose work may be found in the permanent collections of the leading US art galleries.

## About the mentoring program

This year's mentoring program was sponsored by by [ASMP Foundation](#), and involved students led by established photographers in Columbus, OH ([George Anderson](#)); Dallas, TX ([Stewart Cohen](#)); Los Angeles, CA ([Edie Tobias](#)); New York, NY ([Stephen Mallon](#)); Pittsburgh, PA ([Richard Kelly](#)); Rochester, NY ([Don Cochran](#)); San Francisco, CA ([Trinette Reed](#)); Santa Fe, NM ([Nevada Wier](#)); Seattle, WA ([Dan Lamont](#)); Toronto and Ottawa, Canada ([Yuri Dojc](#)); London, UK ([Vicki Couchman](#) and [Justin Sutcliffe](#)).

## Additional materials

The YPA logo and photos from last year's Award Ceremony may be downloaded from:  
[www.youngphotographersalliance.org/PR/](http://www.youngphotographersalliance.org/PR/)

YPA can provide additional materials to any editors or writers who would like to produce a feature article on the award ceremony, scholarship winners, or mentoring program. Please contact Deborah Free at 585-768-7880 or [deborah@youngphotographersalliance.org](mailto:deborah@youngphotographersalliance.org) to discuss your requirements and deadlines.

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